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EXTENSION SERVICE
REVIEW

U.S. DEPARTMENT OF AGRICULTURE * MARCH 1972

The Extension Service Review is for Extension educators—in County, State, and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their communities.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes and tools for speedier, more successful endeavor. Through this exchange of methods tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

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Secretary of Agriculture

EDWIN L. KIRBY, Administrator
Extension Service

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EXTENSION SERVICE**REVIEW**

Official monthly publication of Cooperative Extension Service; U. S. Department of Agriculture and State Land-Grant Colleges and Universities cooperating.

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Be a winner

It's the time of year to take a look at your recent communications efforts and select the best to put into competition. Most of the opportunities are for the men, at this point, through the NACAA Public Information Awards Program. Extension home economists in Tennessee have their own awards program, patterned after this one; perhaps it soon will be nationwide, too.

NACAA is looking for more than 1,000 entries this year—to top last year's 980. The awards program offers State, regional, and national awards in the categories of: radio program, single news photo, series of colored slides, direct mail piece, personal column, and feature story. This is a good chance to get a critique of your work—and to win prize money for equipment or advanced education. The deadline is April 1.

A contest open to all—including volunteer leaders and others—is the second annual Keep America Beautiful Photography Contest. Keep America Beautiful is the non-profit public service organization whose objective is to educate the public about environmental improvement. They are offering \$100 for the best series of black and white photos and the best series of color photos showing the steps in an environmental improvement effort. The best black and white and color "before and after" pictures will win \$50. Get rules and entry blanks from Keep America Beautiful, Inc., 99 Park Avenue, New York, New York 10016. Deadline for this competition is May 1.

And whether the entries win or lose in competition, they will have already served their most important purpose—that of increasing the public's knowledge of what Extension offers to them and their communities.—MAW

Demonstration techniques have helped county Extension agents in metropolitan Milwaukee County, Wisconsin, to improve the county's tree ecology.

The American Elm is decreasing at the rate of 35,000 trees annually in Milwaukee County. Once-beautiful tree-lined streets and parkways became barren and bleak.

In 1965, homeowners and municipal officials began an extensive replanting program. When Extension surveyed and analyzed the program in the county's 19 municipalities in 1967, they found that 90 percent of the trees being replanted were maple.

As a result, the Extension agents began an intensive educational program. They emphasized the need for a tree planting program based on diversity and the importance of selecting trees that will be an asset to a city in 30 years instead of an eyesore and burden to the taxpayers.

The agents responsible for the Extension program are Lee C. Hansen, Milwaukee County community beautification agent; and Stan Rynearson, Milwaukee County agribusiness agent.

They viewed the tree planting programs and compiled a report covering all 19 municipalities. Programs, they found, ranged from extensive to sheer apathy.

Municipal officials and homeowners asked, "If we shouldn't plant all maple trees, then what do you suggest?" Many decisionmakers had confidence

Sites being studied include streets like this one, enhanced by columnar Norway maples planted in 1960.



Helping a city choose its trees

by

Lee C. Hansen
Community Beautification Agent
Milwaukee County, Wisconsin

in the maple, but were not confident that other trees would be suitable.

There are no easy answers on what trees are the wisest selection for a replacement program. Officials are confronted with numerous problems, such as availability of trees from nurseries, soil variation, moisture differences, atmospheric pollutants, and salt accumulation from de-icing operations.

In 1969 the Extension agents cooperated with the city and village foresters and municipal officials to select 50 street tree observation sites in which the majority of the trees had been planted since 1960. Each site contains a minimum of 1 block of trees.

The observation points have resulted in a pooling of tree information which has been beneficial to all concerned. Municipal officials, foresters, and homeowners are encouraged to visit the tree sites and to comment on what they observe.

After the observation sites were selected, the agents compiled a report which contained a listing of tree species, their addresses, and general comments. Also included were reactions of the municipal officials to the following questions:

—What tree species have been planted since 1960?

—What trees have shown the most promise?

—What trees have shown the least promise?

—What is the current public reaction to Dutch Elm Disease?

The observation sites have been expanded in 1970 and 1971. Trees are observed for their growth rate; uniformity of form; type of shade produced; insect and disease sensitivity; year-round interest; sensitivity to salt, pollution, and herbicides; hardiness; branching habit; maintenance requirements; and any characteristics which would make them undesirable street trees.

The beautification agent has taken slides of each tree site and has shown them to many groups responsible for urban forestry programs. In summer 1971 Extension set up a bus tour of 16 of the tree observation sites for 100 members of the Wisconsin Arborist's Association. University of Wisconsin horticulture, plant pathology, and entomology specialists helped with the tour.

There was an excellent exchange of ideas, and the State arborists have urged the continuance of the project. They want to tour more of the sites.

Dr. Edward Hasselkus, landscape plant specialist at the University of Wisconsin, has worked closely with the agents on the project.

What are the results thus far?

—The identification and study of selected street tree planting sites are providing municipal officials with information needed to improve the tree planting program within their respective municipalities.

—Municipalities are planting a wider diversity of trees; in 1971, maples made up only 40 percent of the replantings.

—There is an increased interest in aggressive street tree planting programs.

—The Extension program has received praise from governmental and business leaders. □

You will be hearing more and more about a broad new "pest management" program in 1972 and the years ahead. Secretary of Agriculture Earl L. Butz has announced "an expanded action and research program to help farmers control pests more economically and effectively."

The new program provides for a combination of biological and cultural pest control techniques, in combination with chemicals, as well as long range pest control research. The initial pest management program effort will be directed toward cotton because of past experience with scouts on the cotton crop and the fact that in 1966 about 44 percent of all insecticides used on crops in the United States was used on cotton. Most of the DDT still used on crops is used on cotton.

A total of \$2,250,000 in existing funds has been allotted by the U.S. Department of Agriculture for a 3-year program which will expand field-tested pest management ideas to on-the-farm use for cotton growers.

It is expected that each of the pest management activities eventually will be self-supporting by farmers.

Where does Extension fit into the new pest management program?

"Scouts who inspect the fields each week to determine levels of both harmful and beneficial insects are the key to making pest management programs successful," points out Dr. Roy Ledbetter, Extension entomologist. "Scouts are college students and farmers trained by State Extension entomologists to make a count of the insect activity in the field."

"Then, with the data collected by the scouts, the producer usually consults with his county agent on when to spray," says Gordon Barnes, Arkansas Extension entomologist. Arkansas was one of the States that pioneered the use of scouts to determine when the insect buildup on a crop has reached the "economic threshold level" when it will pay to start application of chemical controls.

"A memorandum of agreement between the Animal and Plant Health Service (APHS) and the Extension

by
Ovid Bay
Agricultural Information Specialist
Extension Service-USDA

Nova Extension has key role in 'pest management'



Service will spell out the responsibilities between the two agencies in leadership, financing, and other types of support for USDA pest management programs which will be carried out through the State Extension Services," says Dr. Raymond C. Scott, Assistant Administrator, Agriculture and Natural Resources, Extension Service-USDA.

The Extension Service has been conducting pilot pest management programs in several States which showed pest management would:

- reduce the cost of production;
- introduce fewer chemicals into the environment;
- give natural beneficial parasites and predators maximum opportunity to suppress certain destructive insects;
- use special cultural practices; and
- control cotton boll weevil populations by applying insecticides late in the growing season during the dia-pause—a period in the fall when the

weevil's development is interrupted.

"Because insects migrate, particularly boll weevils and bollworm moths, all farmers in an area should participate in a pest management program if insecticide applications and other suppression techniques are to be the most effective," emphasizes Ledbetter. "It won't work on a patchwork basis."

How do you do this?

This is where Extension has provided leadership to help farmers meet and form strong grower organizations. These organizations are responsible for signing up the acreage, collecting and pooling money for scouts, and collectively bidding for the insecticide and application in dia-pause control programs. The latter saves producers considerable money.

In Alabama's Coosa River Valley, farmers have had a scouting program going for several years. In 1969 and 1970 a total of 650 farmers in the



Looking for pink bollworm larvae, above, are Mike Pursley, scouting program head in Graham County, Arizona; Dr. Jack Drake, University of Arizona entomologist; and Brooks Daley, chairman of the local farmers' group that sponsors the program. At left, Extension entomologist Leon Moore and Pursley hold one of their regular weekly meetings with the young cotton scouts.

area organized and put up \$4.50 per acre for a boll weevil diapause control program (fall sprays of a non-persistent insecticide) in the entire area. The combined savings from fall sprays, collective bidding, and scouting saves them \$12 to \$15 per acre.

In 1971, growers in 13 Alabama counties put up \$1 per acre for scout services on 100,000 acres. The program was conducted by the Extension Service.

In Arizona, Leon Moore, Extension

entomologist, has been directing a scouting program and pest management program for cotton, in cooperation with the Animal and Plant Health Service, with excellent results. In Graham County, 80 growers with 10,500 acres of cotton (out of 17,307 acres in the county) participated in the third year of the program in 1971.

All of the fields are mapped and numbered. Checks are made daily with the aerial applicators, and scouts are told which fields have been treated so they can stay out of them for 48 hours. And bees can be moved out of a field before an insecticide is applied.

Pest management for cotton is developed around the major pest in each area. For example, in the Southeast and Mid-South, the major pest is the boll weevil; in Texas, it's *Heliothis* (bollworm and budworm), boll weevil, and fleahopper, depending on the geographical area; in Arizona, the pink bollworm; and in California, the Lygus bug and *Heliothis*. Each area must determine the economic threshold level for that pest.

Extension entomologists in 10 states are now training cotton scouts. Last year, a total of 628 trained scouts scouted 877,225 acres. That is up from 504,205 acres scouted in 1970, "but we haven't scratched the surface of the potential," declares Dr. J. G. Thomas, Extension entomologist in Texas.

Some of the most dramatic results with pest management have been at the Pecos, Texas, Experiment Station, where C. W. Neeb, Extension entomologist, reports a combined pest management program including such measures as scouting, not irrigating or fertilizing to encourage insects, and rotating alfalfa and grain sorghum on adjacent fields to build up beneficial insects. This program held insecticide costs to 47 cents per acre compared to \$21.67 per acre on adjacent farms.

In a large pilot project with tobacco in North Carolina in 1971, 2,200 growers with 9,500 acres in several counties used scouts much as they are used in the cotton program, reports

R. L. Robertson, Extension entomologist. Several growers reported they saved two or three applications of insecticides.

Commercial apple growers in Washington State are controlling the McDaniel spider mite with natural predators. "Mite counting services" (similar to scouts) are available, but only a small percentage of growers take advantage of them. Practically all commercial apple orchards in Washington use the integrated program now and save \$25 to \$75 per acre in spray costs.

Increased research and testing of sex lures (sex hormones called pheromones) and sterile males also promises to reduce the pesticides needed. Researchers are finding evidence of a sex attractant in the mating of the twospotted spider mite which infests 60 field crops. The use of a synthetic "mite perfume" will be used in a biological control program when it is perfected.

You'll be hearing more about the idea of using insect scouts on other crops. For example, Dr. B. D. Blair, Extension entomologist in Ohio, is testing the technique on alfalfa. Tests and programs are in process or being planned for soybeans, grain sorghum, sweet corn, potatoes, peanuts, wheat, peaches, and citrus.

"The USDA pest management program stresses using all suppression components for insect control through a systems approach," emphasizes Dr. Scott. "State Extension Services have been at the forefront in the insect management program for cotton and in similar programs initiated for the other commodities in several States."

In addition to the on-farm phase of the 1972 program, a total of \$3.5 million will be allocated to expand the research needed to field test new pest control and detection techniques, and to develop the tools necessary for initiating still other methods of control. Of these funds, \$1.7 million will be provided by USDA, \$900,000 by the Environmental Protection Agency, and \$900,000 by the National Science Foundation. □

Community education to improve communication between young people, parents, and teachers has been an important part of the work in community and human resource development offered by the Bergen County (New Jersey) Cooperative Extension Service.

During the spring and summer of 1970, the six women members of six boards of education in the Pascack Valley area met with the Bergen County Cooperative Extension Service to work out a way to bring teenagers, parents, and teachers together in meaningful dialogue.

These community leaders and parents were seeking a vehicle to help overcome the barriers to mutual understanding and respect.

The associate specialist in community development suggested a human relations training program similar to one she had developed and conducted for the town of Tenafly the previous year. The proposed six-session program was entitled "Living in a World of Conflict and Change."

First, the six-member committee had to convince their respective boards of education of the worth of their project. They succeeded to the extent that each board agreed to contribute \$500 to make up the difference between projected tuition revenues and the total expense.

Goals set for the programs were:

—to explore the generation gap and the conflict in life values,

—to understand the family role in helping its members express, handle, and live with conflict,

—to increase awareness of one's own behavior in relation to others by understanding and diagnosing the interaction in small group sessions,

—to understand the individual and his relationships to concepts of independence vs. dependence, authority vs. leadership, and rights vs. privileges, and

—to improve communications between and among young people and adults in such areas as drug abuse, the new morality, and other values in conflict.

by
Ethel Kahn
*Associate Community Development Specialist
New Jersey Cooperative Extension Service*

Bridging a communication gap

But the committee was apprehensive. Were their rather self-satisfied, suburban middle-class communities ready for this kind of involvement? Would they attract enough parents, students, and teachers to constitute a true cross section of each group? Would people be willing to speak openly about their attitudes and values with strangers?

Reassurance came from planning committee members in Tenafly, where the earlier program had been successful. They particularly stressed the need for highly trained leaders. As a result, Extension assembled an especially well-qualified group of five men and six women with varied backgrounds in education, psychology, social work, and human relations.

Enrollment was limited to 125 participants, 25 from each community. Each was to be assigned to a small group, representing a spectrum of ages and backgrounds, and led by a professional trainer. Members of the same family would be in different groups.

The next step was to generate participation. The committee, working with the Extension Service, prepared publicity for the five area newspapers, as well as for the Pascack Valley adult education brochure. They also circulated a letter to community and church groups in the area, asking them to include the information in their own newsletters.

A special invitation to parents was sent home with students. High school students received an invitation asking them to "join with young people, parents, and teachers as they explore together constructive ways of coping

with and understanding conflict—whether in the family, in the community, or in the Nation."

The tuition plan allowed the first 30 students to register at no fee; after that the charge was \$2 per student for the series. For adults the fee was set at \$7.50 per person or \$10 per couple.

The program included a special seventh session for teachers, to help them transfer their human relations learning to their classrooms. Inservice credit was granted for participation in the series.

The response was more than gratifying. Enrollment was 160, including 22 teachers and 49 teenagers. And as the program progressed, many youngsters brought along their friends.

What happened in the course of the six evenings planned and conducted by the associate specialist in community development?

Adults and students examined their roles and then reversed those roles in exploring such situations as: "Your parents confront you with evidence that they have found marijuana in your room," or "You are denied privileges at home and at school because your hair length is not considered suitable for a boy."

Forced to articulate and project their thoughts and feelings, participants of all ages gained new insights into questions of discipline, authority, privileges, drug use, sex, and moral values.

Openness, honesty, and willingness to really listen to persons with other backgrounds and attitudes began to emerge as discussions which started in general sessions continued in the small groups.



Members of three boards of education in the Pascack Valley, New Jersey, area work together to recruit young participants for the human relations course.

trying to find adequate employment and decent housing for his family. Afterwards they discussed equality and responsibility.

There was focus on personal responsibility. Participants compared their own behavior with their professed values. They discussed whether schools should begin to stress new skills to help people relate to each other.

Several weeks after the course ended, the six board members met again, with the Extension specialist, for an evaluation session. Participants had filled out evaluation forms at the final session.

More than 80 percent felt they had a better understanding of themselves and other age groups as a result of their experience; 90 percent believed communication had been achieved between the young people and the adults.

Almost 90 percent were in favor of a followup series, with most wanting the followup to focus on one particular issue.

Excitement and feedback were still going on, the board members reported, and the participants "were seeking ways to continue and extend their learning to equip them to participate effectively in community change."

Did anything *real* happen? Perhaps the best reply is in the Extension philosophy that guided the program and the comments of participants who testified to new sensitivity and new insights.

Such programs are not a miracle cure for what ails society—but they can certainly improve the prognosis for participatory democracy. This is an important way to apply the skills of group dynamics and the behavioral sciences in helping families and communities work out differences. □

The participants found that "the more we talked, the more we really started hearing each other, and the more the kids began to really open up." And that, "the more you talk the less you fight, and exchange of thoughts and ideas has to be of help in solving problems."

They learned "to accept people not at face value, but to get to know them before making decisions about them."

Community values—status, success,

honesty, and mores—were probed, and many possibilities for conflict over values in today's suburban communities were uncovered.

Complacency disappeared as the groups came face to face with each others' reactions to statements on property taxes, the war, sex, and local government.

Racial attitudes were brought into the open. The group saw a play depicting the frustrations of a black man

by
Carolyn L. McNamara
Family Living Editor
Agricultural Information Department
Purdue University

Extension homemakers 'star' in TV series



Above, Extension "Home Fare" committee members get pointers from WNIN Director Robert Edelman in the station's control room. Below, the committee plans with Extension Home Economist Mrs. Lillian Staub, second from left.





At left, Mrs. Tom Pugh from the Earle Extension Homemakers Club shares ideas—on camera—for making candle holders and using them as effective home accessories.

in Evansville, Indiana. That was the beginning. Mrs. Chet Behrman, member of a county Extension Homemaker Club and WNIN traffic director, contacted Mrs. Lillian Staub for assistance. Mrs. Staub, Vanderburgh County Extension home economist, has organizational responsibility for the Extension Homemakers Association in that county.

It didn't take Mrs. Staub long to receive an "okay" from the proper channels. She next presented the idea to a select group of club members whom she considered to have exceptional leadership abilities.

Mrs. David Rice, a home economist from the Perryettes Extension Homemakers Club, and Mrs. Robert Rheinlander, from the Merry Moms Club, were chosen to steer this committee; Miss Janice Breiner, Extension home economist with mass media responsibility, was asked to act in an advisory capacity.

A constant flow of communication to all county club members sparked enthusiasm for the program and encouraged participation. Each club participating, including members from Spencer and Warrick Counties as well as Vanderburgh, was asked to do two telecasts a month on a rotating basis—the format being much the same as a lesson presentation.

According to Mrs. Rice, programs were scheduled that had previously been presented as monthly lessons at club meetings. Committee members were given the task of locating capable and willing homemakers to participate.

By March 16, 1970, the first show was on the air. "Excellent cooperation from my cochairman and the committee members gave the show its success," says Mrs. Rice.

"One person met with the program

participants several times for practice and timing sessions while someone else prepared cue sheets for the director. The talent always arrived an hour before taping time to set up and complete taping arrangements. Homemakers presenting the next program came to watch during set-up and taping of the current session," reports Mrs. Rice.

"'Home Fare' was scheduled on WNIN every Tuesday evening at 7:30. Each program was video taped in advance, with a repeat telecast scheduled the following week," notes director Edelman.

"The programs were done by members who had no previous experience with the TV medium. The series began with no special promotion and from the first program seemed to gain much interest with the target audience."

Due to financial difficulties at the television station, the program series had to be discontinued following the completion of 19 programs. However, Edelman considers "Home Fare" an excellent program and says, "When conditions are such that local production can resume, it will be one of the first series back in the schedule."

Experience has once again proven to be a good teacher, and Mrs. Staub offers these points of advice to Extension home economists wanting to establish such a program:

- select a steering committee with outstanding leadership ability,
- arrange for adequate advance program planning,

—establish good rapport with the news media—newspapers can be especially helpful in promoting your program,

—sponsor one or more television workshops so participants can get acquainted with the properties of a television studio and learn some of the do's and don'ts of television, and

—be prepared to work with the committee as advisor and liaison between the participants and the television director. Be on hand to give encouragement and moral support when needed. □

"Welcome to 'Home Fare,' a program for homemakers—presented by homemakers. The Extension Homemakers of Vanderburgh County, in cooperation with WNIN, are happy to present a series of programs devoted to the interests and hobbies of women." And the half-hour television tape is running for "Home Fare."

The first continuous television program by Extension Homemakers in Indiana, and perhaps the Nation, has a potential viewing audience of 600,000. Participating homemakers relate and demonstrate a variety of ideas and activities—tips for entertaining young children and selecting creative toys to aid in their development, how to make ties, hats, webbed purses, terry towel robes, table leg candle holders. The topics are as varied as the viewing audience itself.

In January 1970 the idea of a program for homemakers was introduced to Mr. Robert Edelman, Director of Educational Television Station WNIN

'Agribusiness Council' encourages rural growth

by
Roy F. Tanner
*Former Extension Radio-TV Editor
University of Georgia*

The Agribusiness Council in Emanuel County, Georgia, is made up of 75 "go-getter type" leaders. The leaders believe in studying their county's situation, defining their problems and opportunities, setting goals and objectives, having a plan of action, and putting all their muscles behind efforts to make ideas become real things.

Even though only 5 years old, the Council is tall in stature and quite mature. It has become known in these parts as an important community development group. Its members have been responsible already for the development of some tangible facilities for this southeast Georgia community. Others are on the drawing board.

Loy D. Cowart, president and a dairy farmer, talks with pride of their almost finished agribusiness center. The \$75,000 multipurpose facility is 80 feet by 200 feet and features a combination livestock-show barn and auditorium. Among anticipated uses will be: purebred cattle and swine

shows, feeder pig sales, 4-H activities, and other events related to agribusiness and community development.

That's just the building. On other areas of the 50-acre site, they will develop recreation facilities to include a 10- to 15-acre lake, boat dock, amphitheater, outdoor pavilion, tennis courts, athletic fields, and nature trails.

The manner in which the Council members acquired the property and money for the Center was a development story in itself. The original 40-acre site was provided by the county commissioners. An individual is donating 10 additional acres. The members were successful in getting the Governor of Georgia to appropriate \$30,000 for the project.

Other funds came in this manner: \$5,000 from the Council, \$15,000 from the Emanuel County Fair Association, and \$10,000 from the County Commissioners. An additional \$15,000 will soon be raised to build livestock

Above, Emanuel County Agribusiness Council members review plans of their almost-completed center. Seated left to right are Waldo Yeomans, vice president; Loy Cowart, president; and Earl Varner, county agent chairman. Standing is T. Z. Lanier, Jr., community development specialist. At right, Lanier and a timber company plant manager watch a "pole peeler" in operation at the plant which the Council helped bring to the county.

pens, auditorium seats, and driveway and parking lot paving.

Organized for the purpose of promoting agribusiness in Emanuel County, the members started programs to do just that. Realizing that their county had no buying points for peanuts and soybeans, they established both.

They worked with a milling company to establish the buying points. The firm handled 3,900 tons of peanuts and 40,000 bushels of soybeans in





A new soybean storage and marketing center was one of the Council's early dreams. Now the facility, at left, is a reality.



eral Extension specialists helped the group to pinpoint the potential of agribusiness development. They assembled information about the agricultural raw materials produced in a 50-mile radius of Swainsboro.

The studies revealed that the Council's best course of action on a short-term basis would be to promote development of wood product processing. Its long range developments needed to be concerned with expanded production of horticultural crops and processing facilities to handle the new crops.

With these clear goals in mind, the group started an annual "observation" spree. They call it their Community Development Agribusiness Tour. Lanier plans the tours to include visits to agribusiness plants which process raw materials which either are or could be grown in Emanuel County. The soybean and peanut buying points were results of the tours. A transportation company provides the buses for the tours.

Lanier also is helping the group with a plan for a county-wide solid waste collection system to include pickup stations, routes, containers, and landscaping of container sites.

In February 1971, a timber company started operations near the new 250-acre industrial park. The 30-employee firm processes utility poles, lumber, and wood chips. It presently handles 1,250 cords per week. The general manager says they will soon go to a double shift and expand to 2,500 cords per week and 60 employees.

Earl Varner, county agent and Council secretary, has observed that the plant has had a great impact on

1970, and expected to handle about 100,000 bushels of soybeans in 1971. The new peanut-storage facility has a 4,100-ton capacity.

T. Z. Lanier, Jr., resource development specialist with the University of Georgia Cooperative Extension Service, at the request of Emanuel County Extension Agent Earl Varner, has worked with the Council since its birth.

Early surveys which Lanier and Varner conducted with the aid of sev-

the value of the 305,000 acres of timber in his county as well as timber resources in a 50-mile radius.

Among other activities of the Agribusiness Council is the promotion of their local firms. They recognize local agribusinesses by selecting an Agribusiness of the Month. The inside operation of the selected industry is shown to the public in the local newspaper and exhibits.

The Council also has gained half sponsorship of the Emanuel County Fair, in cooperation with the Jaycees. The fair expanded last fall into a six-county area fair.

In addition to Cowart and Varner, other Council officers are: Waldo Yeomans, vice president, a businessman, sportsman, and executive director of ASCS; Donald Hooks, treasurer, a feed, seed, and fertilizer dealer and beef producer.

The directors are: Roscoe Brown, a retired businessman and forester; Raymond Evors, an official with the Federal Land Bank; John R. Roberts, a tractor dealer; Rufus Youmans, a banker and tractor dealer; Fooths Mathis, a retired sawmill operator; Randy Karrh, attorney; and Roger Dekle, banker.

Agribusiness Council members actually pay for the privilege of working—an annual membership fee of \$25 per person.

The Council holds regular meetings with formal programs.

In its community development efforts, the Council works closely with the Central Savannah River Area Planning and Development Commission, the Chamber of Commerce, and other groups. □

by
Marjorie P. Groves
Assistant Extension Editor
Expanded Nutrition Program
Iowa State University

Nutrition fest—more than just fun

Just leave it to a group of family food aides to make fun from challenges that give headaches to bureaucrats. The fun came during the Eat, Grow, and Glow Fest planned by aides of the Scott County, Iowa, Expanded Food and Nutrition Education Program.

The name of the event was the brainchild of the son of one of the aides. Publicity tantalized people to come to learn to EAT good food for better health, GROW to know more about community agencies and how to use them, and GLOW when they leave the fest because of an enjoyable educational experience.

Usually the aides visit homes; this time the families came to them. The event, at a community settlement house called Friendly House, looked like a carnival in miniature or a big bazaar. Clusters of people, young and old, were at each display—looking, listening, asking questions, tasting.

It is difficult to pinpoint where the idea began, but the fest became a story on how to do a lot of things at once. The aides saw many challenges. Some examples:

—How can you strengthen communication channels among agencies working with low-income persons?

—How do you tell the community about EFNEP?

—What is a simple way to teach principles of nutrition?

—How can you develop a feeling of selfworth among program homemakers?

Other needs included ways to build ethnic awareness and pride within families, and to give youngsters a chance to feel important, too. Quite an order was dished up! But the aides touched on each need.

As the aides formulated plans, their supervisor Bonnie Birker, Extension home economist, contacted some of the community agencies by phone for preliminary sounding-out. Soon more groups were involved. Each agency was provided a table and space for a display in Friendly House.

The School Lunch Program proposed a display of a typical week's lunches. The thrift shop lady would show how to make children's underwear from men's tee shirts. The Homemakers Service created simple helps for the bedridden such as a lap table made from a cardboard box.

The basic four food groups were represented by a local baker, two fresh produce companies, the wives of a pork and a beef producers association, the Iowa Dairy Council, and a local dairy.

Committees—booths, crafts, and food sales—were formed about 6 weeks before the fest.

Individual encouragement of homemakers like, "You fix the best batch of greens! We could use you." Or, "Why not show off those clever candle holders you make from tin cans" got many to participate. The aides also emphasized that this would be a way to find out about programs easily. And it was free.

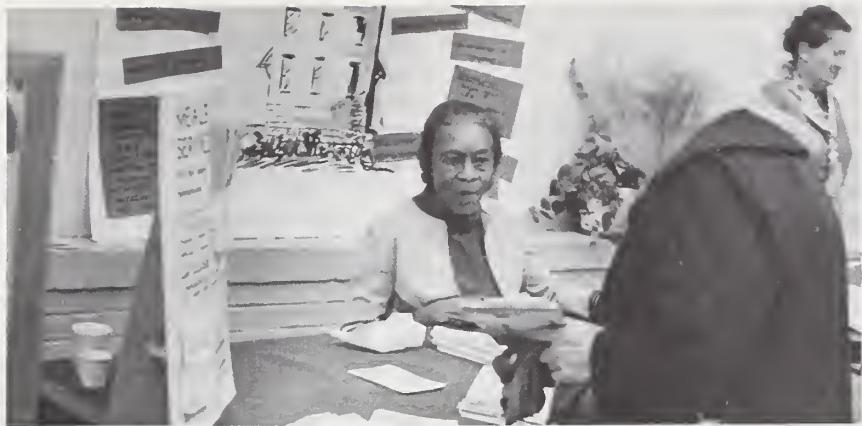


The Eat, Grow, and Glow Fest featured Mexican-American foods, "soul foods," and all-American favorites. Happy smiles showed that foods new to some—like tacos—made a big hit.

A helpful feature was the nursery manned by volunteers and run from 11 a.m. to 4 p.m. the day of the fest. Another was transportation available if needed.

A barrage of low-cost publicity—flyers everywhere from grocery stores to Food Stamp centers; donated TV and radio spots; the newspaper; and the local EFNEP newsletter—got the word around.

And the people came, over 400 of them. Usually low-income people shy away from gatherings, Extension experience has indicated. But a slightly different approach—fun that just happens to be educational—seemed to work.



One agency participating in the Fest was the Scott County Commission on Aging, above, which displayed information on programs like TeleCare and Meals Service. Homemakers had a chance to taste samples of old standbys like hamburger fixed in a new way. At left, they try spicy meatballs.



Head Start Mothers (and one father) had made cookies to sell, Job Corps had the word on training, the Family Planning Clinic had a display of birth control devices, the Visiting Nurses had information on vaccinations, and so on.

There were ladies in "around the house" clothes and comfortable shoes with youngsters in play clothes. A businessman sampled supplemental foods. A pretty teen in pink sipped cider at the fruit group booth. A white-haired woman chatted about Meals Service with someone from the Commission on Aging.

"Let's Eat!" All kinds of people came together at the same tables to taste familiar food and sample new ones. Children discovered new foods —like fondue, raw squash (it tastes like carrot!), papaya, and cranberries. The "black cow" was a favorite; that's powdered root beer blended with milk.

"Hey, collards are good!" and "This is the first time I ever had a taco" were heard as the fest-goers bit into Mexican-American, soul, or all-American favorites.

Friendly House bustled with activity from the time the doors opened. There was a signup for the door prize—a grocery order donated by a local grocer. The aides got names of potential EFNEP homemakers this way.

The basic four food groups reigned over the center of the room with a circular area partitioned into four parts where demonstrators prepared foods or gave samples. This was a first for some who displayed; they got a chance to meet an audience some had trouble reaching.

Thirteen agencies ringed the room with easy-to-understand displays manned by workers and participants. The

The food sales and preparation proved to be another chance for homemakers to shine in their special talents. Some volunteered to help prepare barbequed chicken, others kept the cafeteria-style lines supplied with jello salads, others made pies. The foods were sold at cost to give everyone a chance to "eat out" economically.

The craft portion of the fest was another boost in helping homemakers gain self-pride. A shy mother brought a whole wardrobe of tiny clothes for teen dolls. A cheerful woman on crutches displayed her hobby—liquid embroidery. There was an amazing display of crafts from throwaways. A grandmotherly aide demonstrated how to hook a rug; another brought macrame.

Around 4 p.m. when grade school classes were dismissed, more youngsters arrived. Some from the EFNEP cooking classes got a first chance to demonstrate what they had learned to make—orange milk, fruit kabobs, or graham cracker balls.

Feedback was immediate for some parts of the fest. For food sales, it was the taco-sauce covered grin of a child, the speedy disappearance of a piece of chicken into a near toothless old gent, the number of persons who bought seconds, and the fact that food expenses were covered.

For the rest, it's tough to determine impact exactly. For example, the Supplemental Foods section of the Office of Economic Opportunity later reported a record number of new applicants for recipients. Could it be that eligible families found out about the program through the fest? The Visiting Nurses report new contacts for their immunization program. The School Lunch Program director is pleased with the response from parents.

The fest did a lot of things. The agencies found that through cooperation they can help their audience even more. The people discovered that knowledge of good eating and helping agencies can be fun—it does bring a happy glow! □

Through employment, youth can feel accomplishment and self-pride. With these, other important qualities necessary for youth development will come.

The Cattaraugus County Youth Employment Service, operating last summer at the Cooperative Extension Center in Ellicottville, New York, was an attempt to try to bridge the generation gap and show youth that we do care about their development.

The new service was established in May by the county legislators and New York Division for Youth. Its purpose was to help youth, ages 14 to 21, to locate available summer work.

The 872 county youths seeking summer employment enrolled in a "skill bank" which contained a registration of all youth able and willing to work. The skill bank provided a way to inform potential employers about the skills and employment data of youth seeking jobs. The service was free to both.

During the 10 weeks the agency was in operation, 104 employers hired

160 applicants for short term, part-time, or permanent jobs.

To set up the skill bank as rapidly as possible, approximately 25 to 30 volunteers in early June visited 18 schools to interview and take applications. In addition, field offices in Olean and Salamanca were established for interviewing. Personal data obtained from each applicant included employment history, job skill, training, availability, job preferences, and access to transportation.

Paul D. Duran, an English teacher, was employed as program director. He made contacts with potential employers and promoted the employment of youth through use of the skill bank. He was available to follow up to insure satisfactory performance and do employee counseling if necessary, and to assist employers in the legality of the employment of youth.

Assisting in setting up and operating the skill bank located at the Cooperative Extension headquarters was Holly Walsh, a sophomore at D'Youville College in Buffalo.

by
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Youth + jobs = growth

She handled calls from employers and those seeking employment. Those wishing to hire young people were urged to contact the Youth Employment Service either by telephone, personal visit, or letter.

Duran and Miss Walsh took personal requests from employers, sorted through the applications, and provided the employers with a list of possible candidates. The employers did the interviewing and made the final decision on who was hired.



Many methods were used to publicize the new youth service. A letter to boards of education introduced the program and asked their cooperation in promoting the program and permitting volunteers to interview applicants at the schools.

Extension membership, other agencies, associations, organizations, mayors, ministers, and some seasonal landowners and business concerns were contacted by letter.

Other methods of promotion included news releases, feature articles in daily and weekly papers, several editorials, special radio programs, spot announcements, advertisements, and posters.

The project was initiated by the County 4-H Division Committee. They determined that older youth need help in seeking employment opportunities and that no one agency was serving as a link between employers and youth seeking jobs.

They were concerned about youth having idle time and wished to do something about helping to combat delinquency.

In addition they felt a work experience would economically aid the young people, prepare them for the world of work, and help instill in them a sense of responsibility and self-respect.

Donald Kurth, director of the youth camp in Great Valley, a member of the 4-H Committee, and Mary Elizabeth Dunbar, Cooperative Extension agent, drew up plans for the pilot program in February.

After seeking help of resource people, the 4-H Division Committee, with the approval of the Cooperative Ex-

Two volunteers, far left, help interview and complete application forms for high school youth wanting to register in the skill bank of the Youth Employment Service. The 104 employers whose jobs were filled were well pleased with the results. The employer of the young painter, left, said he would recommend him highly for other jobs.

tension Association Board of Directors, submitted a proposal for sponsorship and funding to start the 10-week Youth Employment Service.

Legislators took advantage of State Division for Youth matching funds of \$1,707.50 to establish and operate the \$3,415 project. They sponsored the program jointly under auspices of the County Cooperative Extension Association.

Under this pilot program, it was hoped the following objectives could be accomplished:

- to establish a Skill Bank containing personal data on youth willing and able to work during the summer,

- to stimulate the employment of youth by local businesses, industry, and private citizens,

- to find jobs for as many youth as possible,

- to establish a suggested minimum wage scale for employers requesting advice about what to pay,

- to maintain statistics and provide reports to sponsoring groups,

- to determine if such a service is needed and can be operated on a short-term basis, or whether it warrants establishment on a permanent basis.

The Youth Employment Service accomplished its objectives, except for establishing a minimum wage scale for various jobs. Because wages vary from community to community and there was a wide age range among applicants, it was felt that it would be better for the employer and employee to agree on an acceptable wage. Results have shown this method to be successful.

About 600 youths were contacted for the 160 positions that were filled. About 500 were referred for interviews.

The Youth Service found employment for 108 boys and 52 girls. An indication of the success of the program is the fact that every job was filled almost immediately.

Such a program should be started in April or May to organize the mechanics of it and get a head start.

Experience has shown that people are hesitant to call the headquarters to

place requests for help if it entails a toll call. To help overcome the toll call handicaps, a contact or answering service in other towns might help.

Youths might be interviewed at the Cooperative Extension Center or at temporary field offices throughout the county. Because it was so convenient for youths to sign up in the schools, some applied who were not conscientiously seeking employment.

The Youth Employment Service should concentrate on 16- to 21-year-olds, with more emphasis on recruiting the high school dropout and college student. The 14-and 15-year-olds are extremely difficult to employ, for they are limited in the type of work they can perform.

Many of the youths who had originally enrolled in the skill bank either changed their minds or already had employment. This made it difficult to use the files properly. Of the 872 applicants, probably only 450-500 actually were seeking employment.

The program should not be operated on a year-round basis, but rather as a summer project. On a community volunteer level, this program warrants consideration. Handling by a centralized agency might be more practical, however, because of the number of people who must be involved.

The lack of job-seeking youth during the school year and the lower level of employment after the summer seem to be reason enough for not continuing the program on a permanent basis.

Cooperative Extension was able to contribute a great deal to setting up and implementing this pilot program. We have learned much from it, and it has added a new dimension to Cooperative Extension programs.

The interest, cooperation, and support we received from individuals, groups, legislators, agencies, businesses, and mass media cannot be measured. The majority of those contacted felt that the service was beneficial to both young people and adults, and many asked, "Why wasn't this done before?" □



They brought honor

Perhaps one of the better, and yet least known records of the past 5 years is that established by our "County Agents in Vietnam." Doing what they know how to do best, "helping people help themselves," they have brought honor and distinction to themselves, the Extension concept and system, and to their country.

Their records have been extensive and have not gone unrecognized.

The first 13 advisers arrived in Vietnam in February 1967 after 6 months of intensive training for their duties. Since then 72 men and one woman have served part or full two-year tours of duty. Several signed on for a second tour, and a few extended for a third tour.

One of the more dramatic accomplishments has been the increased rice production resulting from the introduction of new higher-yielding varieties. The first IR-8 rice plot was established in May 1967. When harvested, its yield tripled that of the local varieties and was 15 percent higher than the U.S. record yield.

Four U.S. advisers helped establish the National Rice Production Training Center in 1968. It is a "train-the-trainer" center, and since it opened in 1968 more than 1,000 Vietnamese have learned the 19 steps to growing improved varieties. The Vietnamese workers have relayed this information to about 300,000 rice growers throughout the nation.

Related work that contributed to the increased rice production was the introduction of improved irrigation technology and increased mechanization which included design and adaptation to farming conditions in Vietnam. This enabled farmers to harvest two to three crops a year instead of one. The U.S. advisers also provided leadership in establishing a fertilizer procurement and distribution system that makes more use of private channels to replace government channels used earlier. This created hundreds of small private businesses in addition to providing local sources of fertilizer.

The result—formerly a heavy importer of rice, Vietnam in spite of the ravages and disruptions of war is for all practical purposes self-sufficient in rice production. ES workers in Vietnam estimate that 20 percent of the acreage and 45 percent of the rice production in 1969-70 came from improved varieties.

Broilers and eggs, once scarce items in Vietnam, now add about \$300 million a year to the nation's Gross National Product. The Vietnamese with ES assistance have established a veterinary biologics production system with the capability of meeting diseases of epizootic proportions. Only a short time ago all veterinary biologics were imported. The advisers also helped guide the Vietnamese to significant progress in farm credit, swine production, fisheries, feed grains, and 4-H.

A nine-member team specializing in land management, aerial photography, and automatic data processing is helping implement a national land reform program. About 500,000 parcels of land containing 2.5 million acres are being transferred to private family and communal ownership. This program is well ahead of schedule.

The volunteer county agents' efforts have been recognized in numerous ways including the kinds and instances cited below.

Ed Fine, Colorado, has received an award from the Republic of China, from the U.S. State Department, and a USDA Superior Service Award. W. M. Williams, Texas, holds the Vietnamese Agricultural Medal and a USDA Superior Service Award.

Thomas Ragsdale, Maryland, was honored by the U.S. State Department, along with 40 others who lost their lives worldwide helping to advance the cause of humanity.

Fred Zimmerman, Missouri, received the Vietnamese Agricultural Medal; the Chuong My Medal, Second Class, the highest Vietnamese award to any U.S. adviser, which was presented by President Thieu; and the AID Superior Service Award, which is seldom given to a non-AID employee. George Otey, Texas, was presented the Vietnamese Agricultural Medal, Second Class.

Truly they have brought honor to their country and Extension and have earned all the honor, recognition, and respect that Extension workers everywhere can bestow upon them.—WJW

Editor's Note: The Extension Service, USDA, program in Vietnam is carried out in cooperation with the Foreign Economic Development Service, USDA, and Agency for International Development through a Participating Agencies Service Agreement. The program is financed entirely by AID through the PASA.